GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:5044
ANSWERED ON:29.04.2008
SMALL REGIONAL NEWSPAPERS
Mondal Shri Abu Ayes

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government has made any budget provision for the small regional newspapers in the current year;

(b) if so, the details thereof;

(c) if not, the reasons therefor; and

(d) the measures taken to boost the small newspapers of the country ?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI P. R. DASMUNSI)

(a) & (b) : There is no separate budget provision for small regional newspapers.

(c) & (d) : To extend support to small and regional newspapers the following changes have been made in Directorate of Advertising and Visual Publicity(DAVP)'s Press Advertisement Policy effective from 2nd October, 2007.

(i) In money terms advertisement share has been increased from 10% to 15% for small newspapers and 30% to 35% for the newspapers published in regional and other languages.

(ii) Minimum publication period, required for empanelment, has been reduced from 12 months to 6 months for regional language newspapers in Bodo, Dogri, Garhwali, Khasi, Kashmiri, Konkani, Maithili, Manipuri, Mizo, Nepali, Rajasthani, Sanskrit, Santhali, Sindhi, Urdu and Tribal languages. Whereas, in the case of all regional and other languages small and medium newspapers, the period has been reduced to18 months from 36 months.

(iii) All newspapers published from backward, border, hilly and remote areas or in tribal languages or those published in J&K, Andaman Nicobar Islands and North Eastern States, need to have substantiated minimum paid circulation of 500 copies per publishing day as against 2000 copies for others.

(iv) Newspapers upto 25,000 circulation will not be subject to circulation checks.